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UTILITY PATENT APPLICATION TRANSMITTAL

(Only for new nonprovisional applications under 37 C.F.R. § 1.53(b))

Attorney Docket No. NAC99-001P

First Inventor or Application Identifier Nachom, Alon

Title Communication Enhancement Means

PTO

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01/18/00

APPLICATION ELEMENTS

See MPEP chapter 600 concerning utility patent application contents.

1. * Fee Transmittal Form (e.g., PTO/SB/17)
(Submit an original and a duplicate for fee processing)
2. Specification [Total Pages 20]
(preferred arrangement set forth below)
 - Descriptive title of the Invention
 - Cross References to Related Applications
 - Statement Regarding Fed sponsored R & D
 - Reference to Microfiche Appendix
 - Background of the Invention
 - Brief Summary of the Invention
 - Brief Description of the Drawings (if filed)
 - Detailed Description
 - Claim(s)
 - Abstract of the Disclosure
3. Drawing(s) (35 U.S.C. 113) [Total Sheets 5]
4. Oath or Declaration [Total Pages 2]
 - a. Newly executed (original or copy)
 - b. Copy from a prior application (37 C.F.R. § 1.63(d))
(for continuation/divisional with Box 16 completed)
 - i. DELETION OF INVENTOR(S)
Signed statement attached deleting
inventor(s) named in the prior application,
see 37 C.F.R. §§ 1.63(d)(2) and 1.33(b).

* NOTE FOR ITEMS 1 & 13: IN ORDER TO BE ENTITLED TO PAY SMALL ENTITY FEES, A SMALL ENTITY STATEMENT IS REQUIRED (37 C.F.R. § 1.27), EXCEPT IF ONE FILED IN A PRIOR APPLICATION IS RELIED UPON (37 C.F.R. § 1.29).

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5. Microfiche Computer Program (Appendix)
6. Nucleotide and/or Amino Acid Sequence Submission
(if applicable, all necessary)
 - a. Computer Readable Copy
 - b. Paper Copy (identical to computer copy)
 - c. Statement verifying identity of above copies

ACCOMPANYING APPLICATION PARTS

7. Assignment Papers (cover sheet & document(s))
8. 37 C.F.R. § 3.73(b) Statement [X] Power of
(when there is an assignee) [X] Attorney
9. English Translation Document (if applicable)
10. Information Disclosure Statement (IDS)/PTO-1449 [X] Copies of IDS
Citations
11. Preliminary Amendment
12. Return Receipt Postcard (MPEP 503)
(Should be specifically itemized)
 - * Small Entity Statement(s) Statement filed in prior application,
(PTO/SB/09-12) Status still proper and desired
 - 13. Certified Copy of Priority Document(s)
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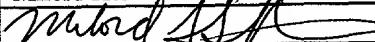
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**STATEMENT CLAIMING SMALL ENTITY STATUS
(37 CFR 1.9(f) & 1.27(b))--INDEPENDENT INVENTOR**

 Docket Number (Optional)
NAC99-001P
Applicant, Patentee, or Identifier: NACHOM, ALON

Application or Patent No.: _____

Filed or Issued: _____

Title: Communication Enhancement Means

As a below named inventor, I hereby state that I qualify as an independent inventor as defined in 37 CFR 1.9(c) for purposes of paying reduced fees to the Patent and Trademark Office described in:

the specification filed herewith with title as listed above.
 the application identified above.
 the patent identified above.

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 NAME OF INVENTOR

NAME OF INVENTOR

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Signature of inventor

Signature of inventor

Signature of inventor

1-18-00

Date

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I hereby certify that this New Utility Patent Application for Alon Nachom for "Communication Enhancement Means" and this New Application Transmittal and the documents referred to as enclosed herein are being deposited with the United States Postal Service on January 18, 2000, in an envelope as "Express Mail Post Office to Addressee," Mailing Label Number EE506244588 US and is addressed to: "Assistant Commissioner of Patents, Box Patent Application, Washington DC 20231."

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NAME OF PERSON MAILING PAPER

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Enclosures:

1. Application with Declaration
2. 5 Drawing Sheets (3cc.)
3. Filing Fee Check # 1251 for \$380.00
4. Two Copies of this letter
5. Petition to Make Special
6. Declaration of Milord Keshishzadeh, Esq. in support of Petition to Make Special.
7. Check # 1252 for \$130.00 for the Petition Fee
8. One copy each of the references cited in the IDS
9. Acknowledgment postcard

UNITED STATES PATENT APPLICATION
FOR
COMMUNICATION ENHANCEMENT MEANS

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COMMUNICATION ENHANCEMENT MEANS

FIELD OF THE INVENTION:

5 The present invention is generally related to systems for performing commercial transactions electronically and, in particular, to a system and method for providing users of a computer network the opportunity to purchase additional products and/or services provided by an alternate source.

BACKGROUND OF THE INVENTION:

10 The acceptance of the Internet as a source of information, products, and services has increased over the last few years. Accordingly, the number of users of the Internet has similarly grown quite rapidly and in turn the number of transactions occurring thereon has augmented.

15 Normally, a client computer requests a specific Web page using a unique Uniform Resource Locator (URL) and the request is forwarded to the Web server that supports that Web page. That Web server then supplies the Web page to the client computer and is displayed thereon by the use of a browser using Hyper-Text Markup Language (HTML). The HTML document that is provided by the Web server contains various tags that control the displaying of text, graphics,

20 controls, and other features. The HTML document may contain URLs of other Web pages available on that server computer system.

Electronic commerce is conducted on a Web page by providing an electronic version of a

catalog that lists the items that are available on that Web page. A user may browse through the catalog using a browser and select various items that are to be purchased. In addition, the Web page may have hyperlinks to other Web pages that provide products and/or services. However, the advertising of the hyperlinks or active bit map images is randomly conducted.

5

If a user decides to purchase a specific product, the server may provide a form for the user to insert the user's name, the user's credit card number or alternate method of payment information, and a shipping address for the order, or the product and/or service may be delivered electronically. Since the information relayed from the user is sensitive and personal, the information may be relayed through a secure connection using various encryption techniques that are known in the art. The server computer system typically confirms the order by sending a confirming Web page to the client computer system and coordinates delivery of the item.

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If the user desires to conduct another transaction that is ancillary to the finished transaction, the user will have to conduct a search of the Web and look for the desired product. Once the desired product is found, the user will have to reenter the previously entered personal information. The current system is inefficient because it requires many interactions by the user in order to find an ancillary or related product and to reenter the information again.

20 US Patent No. 5,960,411 to Hartman et al. discloses a method and system for single-action ordering of items in a client/server environment. The server system disclosed therein assigns a unique client identifier to each client system. The server system also stores purchaser-specific order information that may have been collected from a previous order placed by the

10 purchaser. The server system then maps each client identifier to a purchaser that may use that client system to place an order on their Web page. When a purchaser places an order, the server system determines whether the client identifier for that client system is mapped to a purchaser. If so mapped, the server system provides a single-action ordering page to the client computer
5 system. When the purchaser performs that single action, the client system notifies the server system, which in turn completes the order by adding the purchaser-specific order information. However, the invention is limited to the specific Web page on that specific server and does not provide an auxiliary product for purchase on an alternate site.

15 US Patent No. 5,991,739 to Cupps et al. discloses an online ordering system that allows users to order food and delivery thereof from various participating restaurants. The online ordering system categorizes the location of each participating restaurant by a set of longitude and latitude coordinates and each customer's location is similarly categorized. The online ordering system then conducts a search for those restaurants that are proximally located to the customer
20 and provides the Web pages therefor to the customer for ordering. The order is received from a customer for a particular product and the order is converted into voice instructions which are transmitted to the vendor through a telephone call. Alternatively, the order can be transmitted to the vendor via facsimile transmission and the vendor can then call the customer. The disclosure does not provide for a system that requests a related product and/or service offer post-sale and does not provide for the transmission of user and billing information.

US Patent No. 5,946,665 to Suzuki et al. discloses a online search tool that allows a customer to input the name of the goods and/or services and the name is then searched and a list

of stores and/or malls that provide the goods and/or services is then provided to a customer. In addition, log information is collected on the customer and stored such as the stores which the customer entered and the names of the goods the customer purchased. Based on the customer's previous conduct, the list is structured to provide the customer with stores that he or she 5 previously visited and the goods that they purchased. The disclosure does not provide for a system that requests a related product and/or service offer post-sale and does not provide for the transmission of user and billing information.

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US Patent No. 5,9831,199 to Kaneko discloses an online shipping system which enables users to shop by clicking on hyperlinks that are posted on the home pages. The invention monitors a Point-to-Point Protocol (PPP) dial-up from a user device through the server and allows the extraction of the user's phone number through the connections. Thus the operator of the web page can make telephone contact with the user who has exhibited interest in the operator's web page. The disclosure does not provide for a system that requests a related product and/or service from an alternate source to be introduced to the user and does not provide for the transmission of user and billing information upon the user's approval.

US Patent No. 5,963,915 to Kirsch discloses a shopping system over a computer network in a secure fashion. A persistent predetermined coded identifier, such as a cookie, is established 20 on the client browser corresponding to an account record stored by a merchant server which the user has previously visited. If the client conducts another purchase transaction with the merchant, the predetermined coded identifier is received by the merchant server and validated against the server stored account record and the transaction is either confirmed or denied. The

disclosure does not provide for a system that requests a related product and/or service from an alternate source to be introduced to the user and does not provide for the transmission of user and billing information upon the user's approval.

5 The prior art does not address the need for increasing sales of a related product in a convenient and efficient manner which introduction is responsive to the user's conduct and selection. Therefore, there remains a long standing and continuing need for an advance in the art of post-transaction promotions that is simpler in both design and use, and is more economical and convenient to implement and use.

10 **SUMMARY OF THE INVENTION:**

15 Accordingly, it is general object of the present invention to overcome the disadvantages of the prior art.

20 In particular, it is an object of the present invention to provide a invention that can operate with longevity.

25 It is another object of the present invention to provide an Internet related up-sale system.

30 It is yet another object of the present invention to provide an Internet related up-sale system that is convenient to use by a client.

It is another object of the present invention to provide an increased sale of a related product from an alternate source.

It is another object of the present invention to provide for the sale of a related product
5 from an alternate source that is related to the original purchase.

It is still another object of the present invention to provide for the sale of a related product from an alternate source the introduction of which is requested by the Web page that is being currently visited.

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It is another object of the present invention to provide a convenient means for securely transferring a user's sensitive information from a first source to an alternate source.

15
It is yet another object of the present invention to provide for the introduction of related products and/or services from an alternate source that does not compete with the products and/or services of the original source.

It is a further object of the present invention to eliminate the need for redundant user input to conduct a secure purchase transaction on an alternate Web page

20
In keeping with the principles of the present invention, a unique apparatus and method for increasing post-sale transactions is presented. On the Internet, a client computer uses a browser application to visit Web pages that are stored on servers, with each Web page having a

unique and corresponding URL. When a user visits a Web page, for example site A, the user can either browse or make purchases on site A. Depending on the products and/or services that the user shows an interest in, site A can issue a request to site B to provide information relating to the products and/or services in which the user has shown an interest. Accordingly, site B 5 provides information to the user of site A, that may be in the form of a pop-up screen or embedded into the text and graphics of site A itself, and provides the user with the option to view details of the products and/or services, to purchase the products and/or services, or to decline the offer.

10 If the offer of site B is declined, the information that was provided thereby is withdrawn. If the offer of site B is accepted, then site B requests the transfer of billing and user information from site A so that the redundant entry of personal information is not repeated. If site A does not have the proper information regarding the user, site B may alternatively present the user with a form requesting the necessary information to complete the transaction. Alternatively, if the user request further information regarding the products and/or services of site B, then the user may either be transferred to the site B home page or information may be transferred to the pop-up 15 window.

20 After a transaction is completed between site B and the user, site B records the information and if the products and/or services are directly provided by site B, then the requested products and/or services are delivered to the user. Alternatively, if site B does not directly provide the products and/or services, site B may pass the order and the delivery information to an automated order processing system on site C for conventional order fulfillment.

Such stated objects and advantages of the invention are only examples and should not be construed as limiting this invention. These and other objects, features, aspects, and advantages of the invention herein will become more apparent from the following detailed description of the 5 embodiments of the invention when taken in conjunction with the accompanying drawings and the claims that follow.

BRIEF DESCRIPTION OF THE DRAWINGS:

10 It is to be understood that the drawings are to be used for the purposes of illustration only and not as a definition of the limits of the invention. In the drawings, wherein similar reference characters denote similar elements throughout the several views:

15 **Figure 1** is an illustration of a client/server system architecture providing for a hyper-text transfer protocol connection between client and server computer systems.

20 **Figure 2** illustrates a communication between a first server and a second server to provide information from the second server to a Web site on the first server.

25 **Figure 3** is a flow diagram of the process of providing a client with information from a second server and allowing the transfer of information from a first server to a second server upon assent of a client user.

Figure 4 is an exemplar of a protocol that may be used to accommodate the communication between servers.

Figure 5 is a flow diagram of another preferred embodiment of the process of providing
5 a user with information from a second server and allowing the transfer of information from a first
server to a second server upon assent of a client user.

Figure 6 is a flow diagram of another preferred embodiment of the process of providing
information from a first server to the client user wherein the information is previously supplied
10 from a second server and is stored on a data base communicating with the first server, and
allowing the transfer of information from the first server to the second server upon assent of the
user.

DETAILED DESCRIPTION OF THE INVENTION:

Referring now to Figure 1, therein is illustrated an Internet computer system 10. A conventional client computer 12, executing a client browser application that supports a generally accepted protocol such as, but not limited to, the HTTP protocol is connected typically through an Internet Service Provider (ISP) to an internet 14. A first server 16 is coupled to the Internet 14 and is controlled by a local console 18 that executes a web server application conventionally known as a HTTPd server. In addition, first server 16 preferably provides storage for at least one, though typically many Web pages.

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The client computer 12 requests a Web page by issuing a URL request through Internet 14 to first server 16. A URL request for a secure Internet transaction may also be requested and typically utilizes the secure protocol identifier “https,” wherein the client browser and Web server support and implement the secure sockets layer. In response to the received URL, server 16 returns the requested Web page to client computer 12. The URL issued from client computer 12 may also be of a complex form that identifies a common gateway interface (CGI) program on server 16. The CGI program may be a logon form supported by a logon CGI program to obtain a client user’s login name and password to initiate an authenticated session between the client browser and Web server for purposes of supporting, for example, but not limited to, a purchase transaction.

Now also referring to Figure 2, an exemplary Web page 20 having a URL of <http://www.asite.com> as provided by first server 16 is illustrated. Web page 20 may have a

plurality of indicia 22 thereon, wherein indicia 22 may be either text or graphics. In addition, indicia 22 may also be hyperlinks that represent a direct reference to an embedded URL or an active image map which, when selected, will provide an alternate Web page corresponding to the selected hyperlink.

5

In a preferred embodiment, when a specific URL is requested, such as <http://www.asite.com>, first server 16 will send a request to second server 24 to provide information 26 that may be related to the subject matter on site A. Information 26 may be an offer for the sale of a related products and/or services that are provided by site B. Accordingly, an exemplary GET request may be:

<http://www.bsite.com/upsell.asp?vendor=63452&product1=7676564&product2=9983478>

Upon receipt of the GET request, second server 24 may search a stored database and provide an offer that may be related to the subject matter of site A and in the general interest of the client user. Information 26 may be presented in the form of a pop-up screen or an embedded hyperlink URL in web page 20 that provides for the sale of a product and/or service from site B. Information 26 may have a first actuation means 28, a second actuation means 30, and a third actuation means 32. First actuation means 28 may be a details icon that provides a hyper link URL that transfers the user to site B in order to obtain more information regarding the offer.

20 Second actuation means 30 may be an OK icon that allows the user to accept the offer (described in detail below). Third actuation means 32 may be a cancel icon that allows the user to decline the offer.

Now also referring to figures 3, and 4, flow diagrams are provided to illustrate an alternate preferred embodiment of the present invention. User completes a transaction on site A 34 and the order is captured on site A 36 and a confirmation page is provided to the user 38. Site A issues a get URL to site B 40 that may be in the exemplary form of:

5 <http://www.bsite.com/upsell.asp?vendor=63452&product1=7676564&product2=9983478>

Site B determines which product and/or service to present to the user 42 and provides the user with the product 44 in the form of information 26. Information 26 also informs the user that if accepted, Site A will share user billing information with Site B 46. If third actuation means 32 is selected, the information 26 will be withdrawn 48. If second actuation means 30 is selected, the user assents to information 50 and site B records the transaction. Site B issues a request to Site A for billing & user information 54 that may be expressed in an exemplary fashion as:

<https://www.asite.com/completerecord.asp?order=63452&upsell=774624>

In response to the request from site B, site A provides complete billing and user information to site B 56 over a preferably secure connection. If site A does not have complete billing and user information, site B provides an information request form directly to the user 58. The information request may request whatever information is deemed appropriate by site B in order to establish a purchase transaction with the user. If the user declines to provide the information 60, the window closes and the offer is withdrawn. If the user provides the information 62, the transaction is then recorded 64.

After the user approves the purchase of the product and/or service, second server 24 may

process the order and the product and/or service is directly provided to the user 66. Alternatively, site B may pass the order to an automated order processing system on site C 68 for order fulfillment consistent with conventional order processing practices to provide for the delivery of the product and/or service purchased to the user. Site C then confirms the order 70, 5 and sends a confirmation to site B where it is recorded 72.

Now referring to Figure 5, an alternate preferred embodiment is illustrated in a flow diagram. The steps are similar to Figure 4 until the user assents to the special offer 50. Site B then issues a request for billing and user information from site A 54. Site A submits billing and 10 user information to site B 56. If the information provided is sufficient, then site B may record the order 64 as previously explained supra. Alternatively, if insufficient information is provided by site A, site B may request additional information 74 from the user by providing a form 76 therefor to the user. In addition, site B may request the user to confirm the order 74 in form 76. If the order is not confirmed 78 then the form 76 and the window closes. If the order is assented 15 to 80, then site B records the order 52 and the product and/or service is provided to the user as described supra.

Now referring to Figure 6, an alternate preferred embodiment is illustrated in a flow diagram. The steps are similar to Figure 4 until site A sends the user a confirmation page 38. 20 Site A then searches and locates on its database the products and/or services that have been previously provided by Site B 82. Site A then presents the product and/or services to the user 84 with notice that billing information will be transferred to site B 46. If user declines the offer, the information window 26 will close 86. If the user assents to the offer 88, site A then records the 88

order 90. Order, billing, and user information is then submitted from Site A to Site B 92. Site B then records the information 64, and the product and/or services are then provided to the user as described supra.

5 While the above description contains many specificities, these should not be construed as limitations on the scope of the invention, but rather as an exemplification of preferred embodiments thereof. Many other variations are possible without departing from the essential spirit of this invention. Accordingly, the scope of the invention should be determined not by the embodiment illustrated, but by the appended claims and their legal equivalents.

1 **CLAIMS:**

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3 What is claimed is:

4

5 1. A communications enhancement means for providing information regarding a
6 related subject matter from an alternate source, comprising:

7 a client communicating with at least a server;

8 at least a first source and a second source located on said server;

9 a communication means between said first source and said second source; and

10 a display component allowing the transfer of information between said first source and
11 said second source.

12

13 2. The invention of Claim 1, wherein said display component is a browser.

14

15 3. The invention of Claim 1, wherein said communication means is a request sent
16 from said first source to said second source requesting said second source to provide information
17 to said client of said first source.

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19 4. The invention of Claim 3, wherein said request is adapted by said first source to
20 relate to an interaction of said client with said first source and said information provided by said
21 second source is related thereto.

22

23 5. The invention of Claim 4, wherein said interaction of said client with said first

1 source is the purchase of an item therefrom.

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3 6. The invention of Claim 5, wherein at least an actuation means is included with said
4 information transferred from said second source.

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6 7. The invention of Claim 6, wherein upon actuation of said actuation means by said
7 client a set of data is transferred from said first source to said second source in a secure fashion.

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9 8. The invention of Claim 7, wherein a payment means, a delivery means, and a client
10 identifying means are at least included in said data.

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9. The invention of Claim 8, wherein a second display component is presented by said
second source requesting at least entry of said payment means, said delivery means, and said
client identifying means, if said data is insufficiently received by said second source.

10. A Internet system for generating an order, comprising;

11. at least a server;

12. at least a first source communicating with a second source through the use of said server;

13. at least a client conducting an interaction with said first source; and

14. a display component allowing the furnishing of information between said first source and

15. said second source that is comprehensible to said client.

16. 11. The Internet system of Claim 10, wherein the display component is a browser.

1
2 12. The Internet system of Claim 10, wherein said interaction of said client with said
3 first source is a purchase transaction and said client provides a plurality of personal information
4 to complete said transaction.

5
6 13. The Internet system of Claim 12, wherein said first source sends a request to said
7 second source for said second source to provide at least a packet of data having a plurality of
8 products and services information.

9
10 14. The Internet system of Claim 13, wherein a second display means presents said
11 packet of data to said client, and said second display means has a first actuation means to request
12 additional information, a second actuation means to accept an item from said second source, and
13 a third actuation means to decline said item from said second source.

14
15 15. The Internet system of Claim 14, wherein upon activation of said second actuation
16 means, said plurality of personal information is transmitted from said first source to said second
17 source.

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19 16. The Internet system of Claim 12, wherein a database that has previously stored
20 information from said second source communicates with said first source to provide a related
21 item to said client on said first source, and upon acceptance of said related item by said client, a
22 transfer of said personal information from said first source to said second source.

1 17. The Internet system of Claim 10, wherein said first source is a Web page.

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3 18. A method for ordering an item using a computer network, the method comprising:
4 providing personal information of a user to a first source to finalize a purchase
5 transaction on said first source;

6 issuing a request for the item that is related to a subject of the purchase transaction;

7 displaying information identifying the item that is related to the subject of the purchase
8 transaction and displaying an assenting actuation means to purchase the item;

9 transferring personal information of said user from said first source to said second source

10 in a secure fashion upon assent of the user to purchase said item.

11

12 19. The method of claim 18, wherein said request is issued to said second source and
13 said second source providing a display with information regarding the item.

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15 20. The method of claim 18, wherein said request is issued to a database
16 communicating with said first source, and previously recording information from said second
17 source on said database, and presenting a display with information regarding the item to said
18 user.

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ABSTRACT

A method and system for placing an order for an item via the Internet. The item may be related to the subject matter of a first site being visited by a user or may be related to the subject matter of a purchase transaction conducted by the user on the first site. The first site issues a request to a second site to provide a related item from purchase by the user. The second site provides a display component having actuation means thereon for the user to assent to or decline the purchase of the related item. If the user declines the item, the display component is removed. If the user assents to the purchase of the item, the second site receives the billing and user information from the first site in a secure fashion, and the item is delivered to the user either by the second site or by outsourcing.

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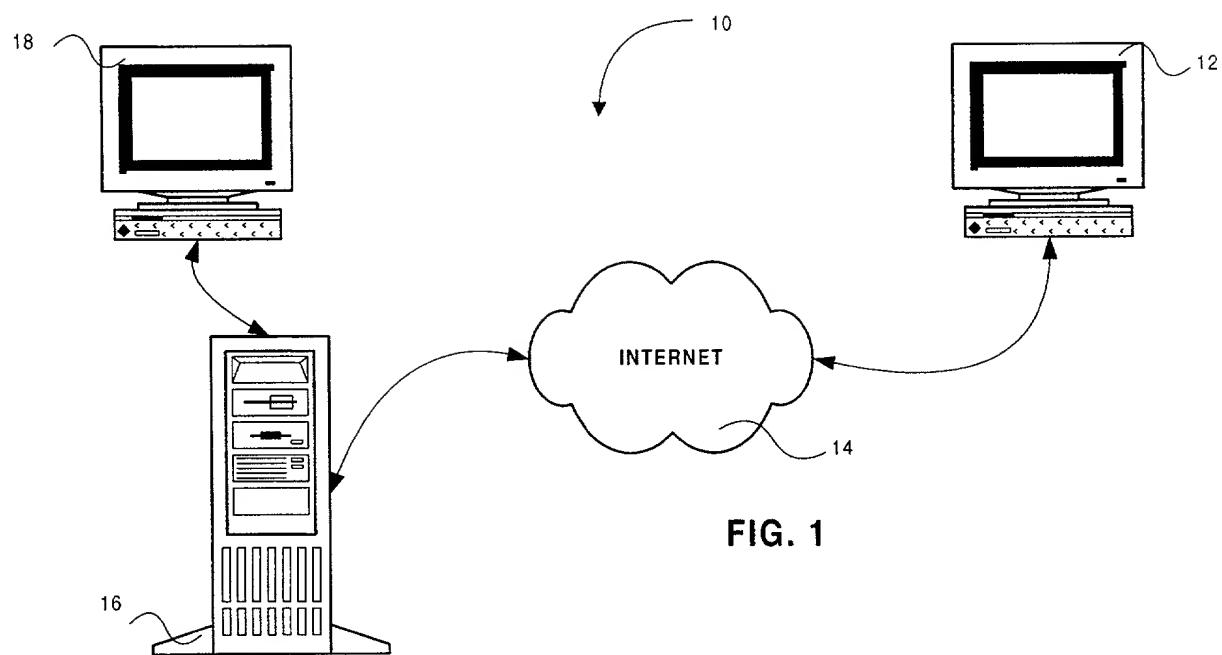


FIG. 1

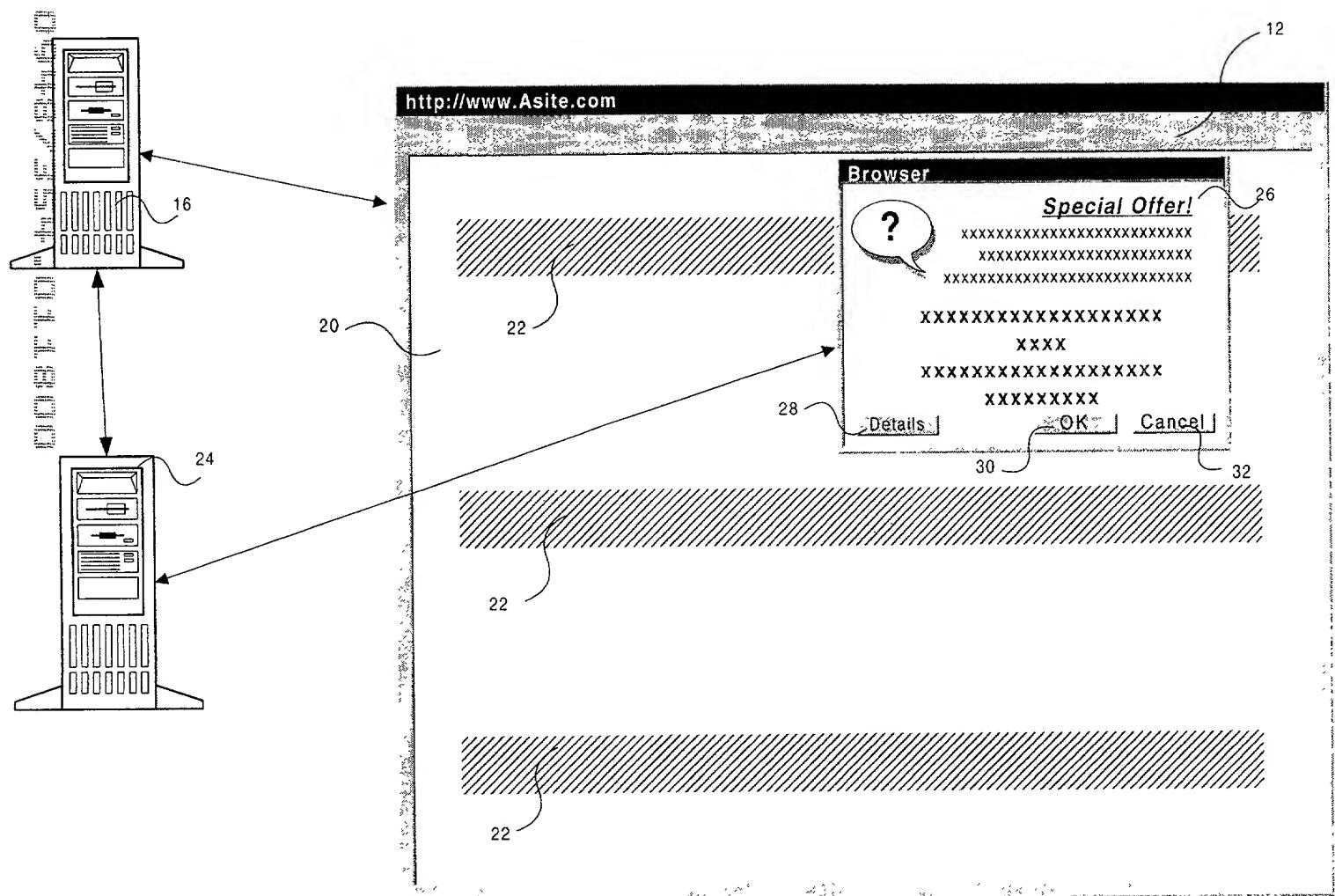


FIG. 2

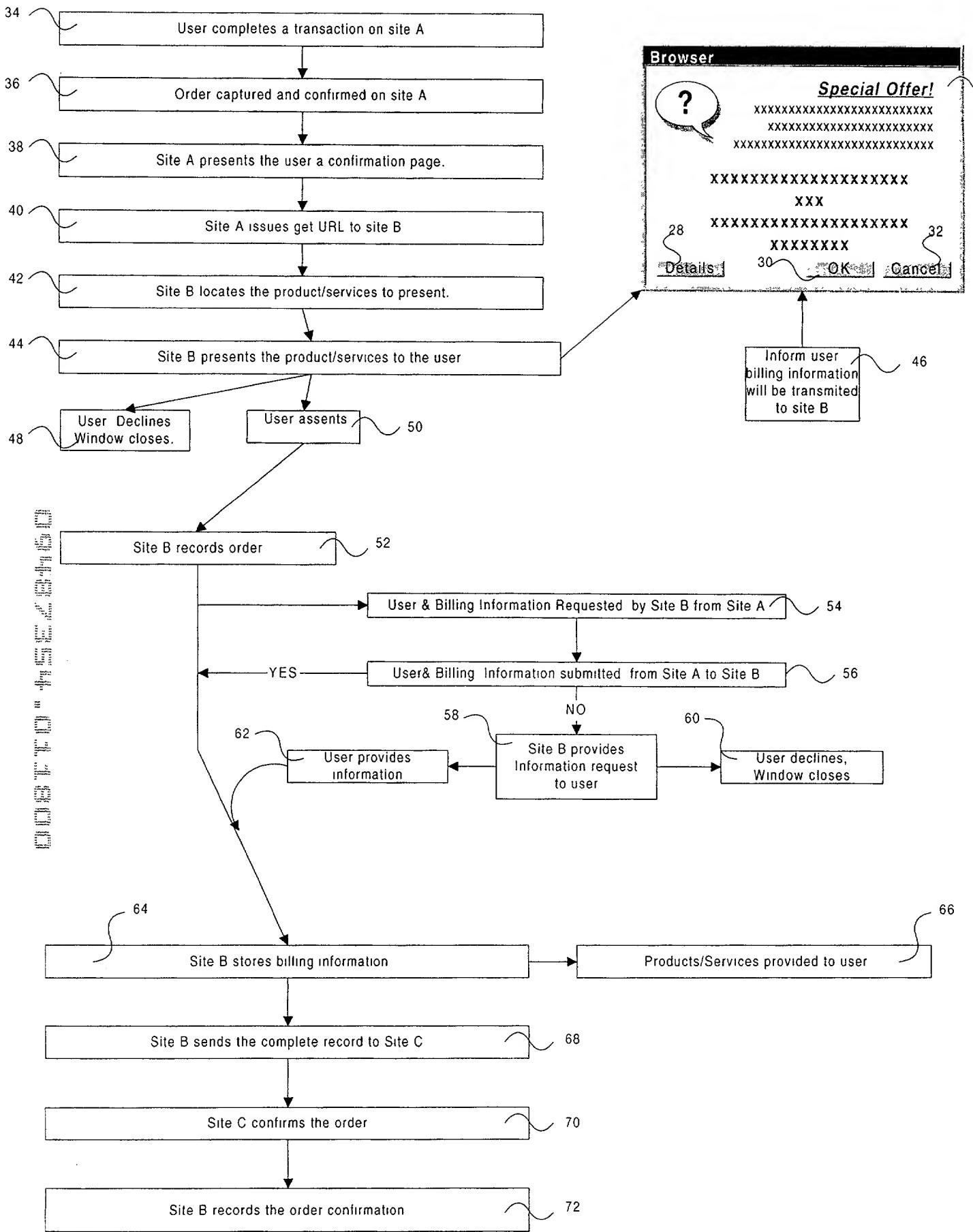


FIG. 3

40

Site A to Site B
Request to open a sub window with a relevant offer

HTTP://www.bsite.com/upsell.asp?vendor=4728348&order=63452&product1=7676564&product2=9983478

54

Site B to Site A
Request for complete record on a secured connection

HTTPS://www.asite.com/completetorecord.asp?order=63452&upsell=774624

56

Site A Response
html page on a secured connection

Order Number = 63452
First Name = John
Last Name = Smith
Address 1 = 123 Sesame St.
Address 2 =
City = Los Angeles
State = CA
Country = United States
Phone = 310-555-5555
Email = jsmith@aol.com
Credit Card = 4444333322221111
Expiration = 1204

Order Record on Site A

68

Site B to site C
Placing Order on secured connection

https://siterec.com/order.asp?Reseller="siteB"&OriginalSite="Site A"&OriginalOrder
="63452"&FirstName="John"&LastName="Smith"&Address1="123 Sesame St "&Address2=""&City="Los
Angeles"&State="CA"&Country="United States"&Phone="310-555-
5555"&Email="jsmith@aol.com"&CreditCard="4444333322221111"&Expiration="1204"

FIG. 4

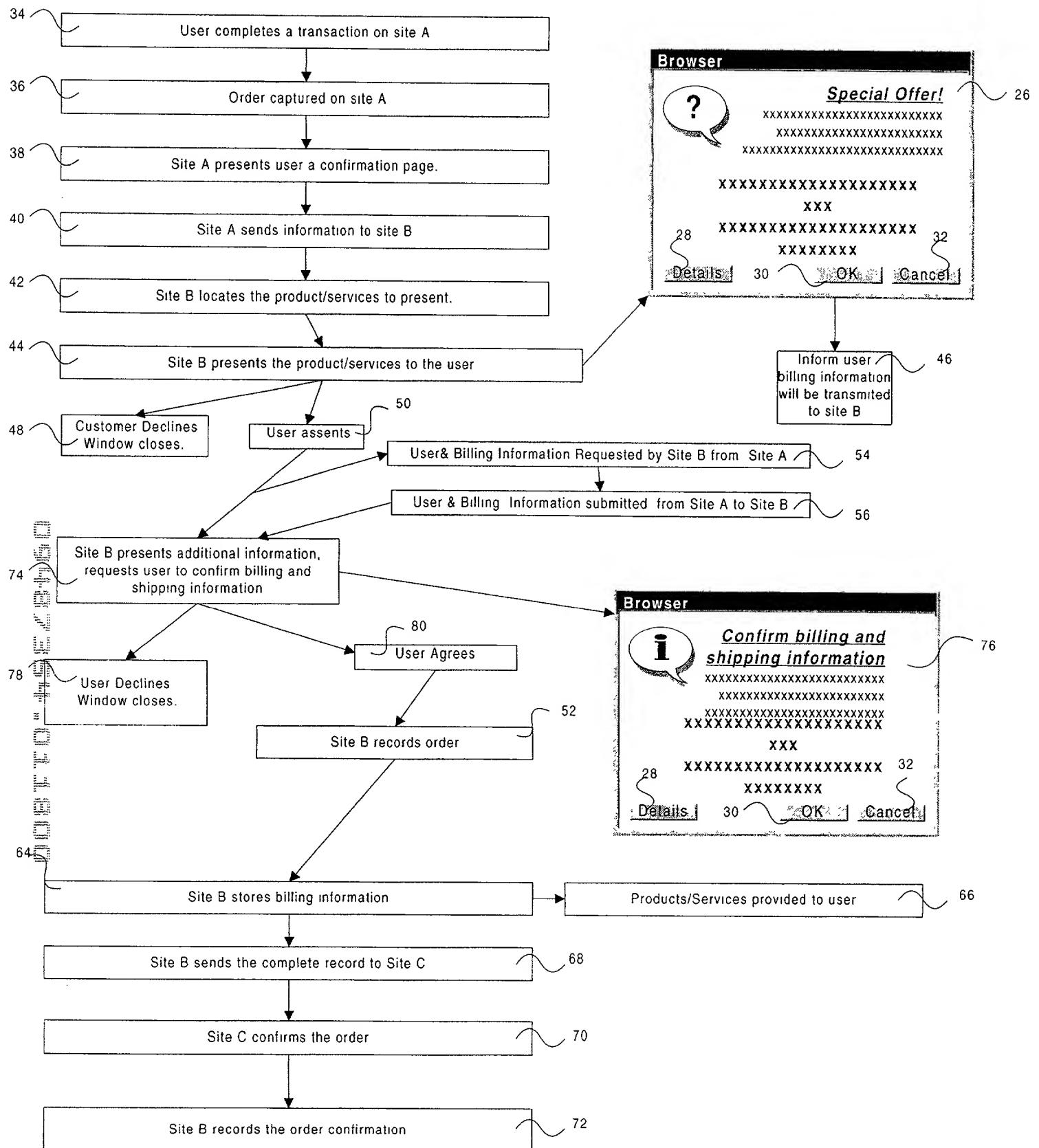


FIG. 5

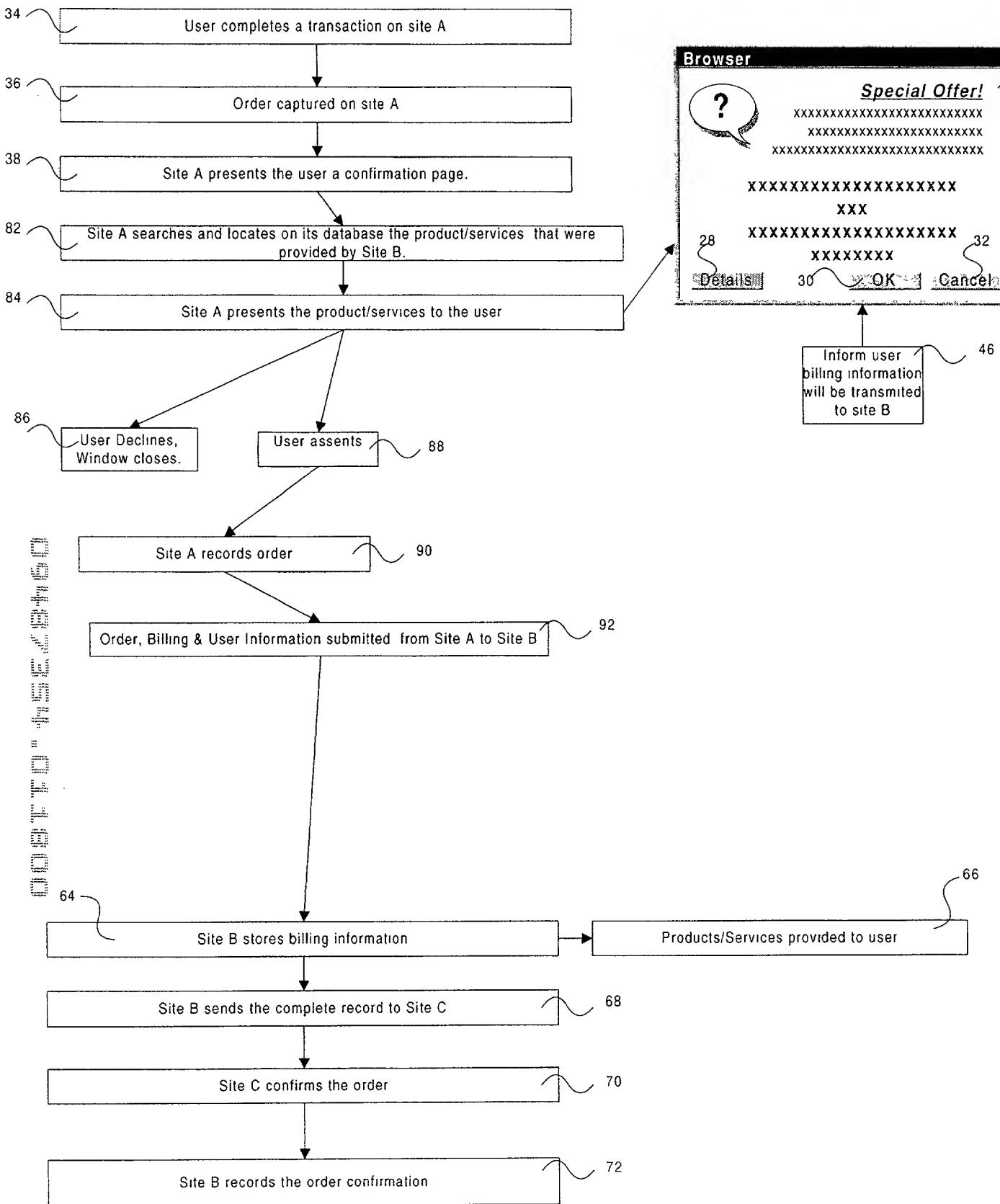


FIG. 6

Diagram 3 03 vsd

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PTO/SB/01 (12-97)

Approved for use through 9/30/00. OMB 0651-0032

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**DECLARATION FOR UTILITY OR
DESIGN
PATENT APPLICATION
(37 CFR 1.63)**

Declaration Submitted with Initial Filing OR Declaration Submitted after Initial Filing (surcharge (37 CFR 1.16 (e)) required)

Attorney Docket Number		NAC99-001P
First Named Inventor		Nachom, Alon
COMPLETE IF KNOWN		
Application Number		/
Filing Date		
Group Art Unit		
Examiner Name		

As a below named inventor, I hereby declare that:

My residence, post office address, and citizenship are as stated below next to my name.

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled:

COMMUNICATION ENHANCEMENT MEANS

the specification of which *(Title of the Invention)*

is attached hereto

OR

was filed on (MM/DD/YYYY) as United States Application Number or PCT International

Application Number and was amended on (MM/DD/YYYY) (if applicable).

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment specifically referred to above.

I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR 1.56.

I hereby claim foreign priority benefits under 35 U.S.C. 119(a)-(d) or 365(b) of any foreign application(s) for patent or inventor's certificate, or 365(a) of any PCT international application which designated at least one country other than the United States of America, listed below and have also identified below, by checking the box, any foreign application for patent or inventor's certificate, or of any PCT international application having a filing date before that of the application on which priority is claimed.

Prior Foreign Application Number(s)	Country	Foreign Filing Date (MM/DD/YYYY)	Priority Not Claimed	Certified Copy Attached?
			<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

Additional foreign application numbers are listed on a supplemental priority data sheet PTO/SB/02B attached hereto:

I hereby claim the benefit under 35 U.S.C. 119(e) of any United States provisional application(s) listed below.

Application Number(s)	Filing Date (MM/DD/YYYY)	
		<input type="checkbox"/> Additional provisional application numbers are listed on a supplemental priority data sheet PTO/SB/02B attached hereto.

[Page 1 of 2]

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DECLARATION — Utility or Design Patent Application

I hereby claim the benefit under 35 U.S.C. 120 of any United States application(s), or 365(c) of any PCT international application designating the United States of America, listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States or PCT International application in the manner provided by the first paragraph of 35 U.S.C. 112, I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR 1.56 which became available between the filing date of the prior application and the national or PCT international filing date of this application.

U.S. Parent Application or PCT Parent Number	Parent Filing Date (MM/DD/YYYY)	Parent Patent Number (if applicable)

Additional U.S. or PCT international application numbers are listed on a supplemental priority data sheet PTO/SB/02B attached hereto.

As a named inventor, I hereby appoint the following registered practitioner(s) to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith:

<input type="checkbox"/> Customer Number <input style="width: 150px; height: 15px; border: 1px solid black;" type="text"/>	OR	Place Customer Number Bar Code Label here <input style="width: 150px; height: 15px; border: 1px solid black;" type="text"/>
<input checked="" type="checkbox"/> Registered practitioner(s) name/registration number listed below		

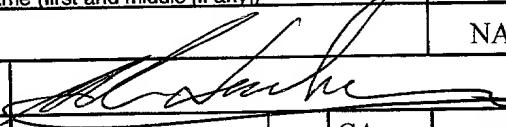
Name	Registration Number	Name	Registration Number
Milord Keshishzadeh, Esq.	43,333		

Additional registered practitioner(s) named on supplemental Registered Practitioner Information sheet PTO/SB/02C attached hereto.

Direct all correspondence to: Customer Number OR Correspondence address below

Name	Milord Keshishzadeh, Esq.					
Address	Milord & Associates					
Address	2029 Century Park East, Suite 1700					
City	Los Angeles	State	CA	ZIP	90067	
Country	USA	Telephone	(310) 203-0989		Fax	(310) 203-0986

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Name of Sole or First Inventor:		<input type="checkbox"/> A petition has been filed for this unsigned inventor					
Given Name (first and middle if any)		Family Name or Surname					
ALON	NACHOM					Date	1-18-00
Inventor's Signature						Date	1-18-00
Residence: City	Century City	State	CA	Country	USA	Citizenship	USA
Post Office Address	10308 Almyo Avenue, #2						
Post Office Address							
City	Century City	State	CA	ZIP	90064	Country	USA

Additional inventors are being named on the _____ supplemental Additional Inventor(s) sheet(s) PTO/SB/02A attached hereto

LAW OFFICES OF
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TELEPHONE (310) 203-0989
FACSIMILE (310) 203-0986

January 18, 2000

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Re: Title: Communication Enhancement Means
Inventor: Alon Nachom
Attorney Docket No.: NAC99-001P

DECLARATION IN SUPPORT OF ACCOMPANYING PETITION TO MAKE SPECIAL
MPEP 708.02 (VIII) SPECIAL PROCEDURE: SEARCH WAS MADE

In support of the accompanying Petition to Make Special, the attorney of record declares as follows:

1. I, the undersigned, am the attorney of record in the above-identified utility patent application.
2. All of the Claims are directed to a single invention.
3. A professional patent search was ordered and conducted at the US PTO. The Field of Search included Class 705, sub classes 16, 26, & 40, and also Class 709, sub class 219. In addition, examiner Horabik was consulted during the search.
4. A copy of each of the best available prior art are enclosed herewith and are discussed as follows:

US Patent No. 5,960,411 to Hartman et al. discloses a method and system for single-action ordering of items in a client/server environment. The server system disclosed therein assigns a unique client identifier to each client system. The server system also stores purchaser-specific order information that may have been collected from a previous order placed by the purchaser. The server system then maps each client identifier to a purchaser that may use that client system to place an order on their Web page. When a purchaser places an order, the server system determines whether the client identifier for that client system is mapped to a purchaser. If so mapped, the server system provides a single-action ordering page to the client computer system. When the purchaser performs that single action, the client system notifies the server

system, which in turn completes the order by adding the purchaser-specific order information. However, the invention is limited to the specific Web page on that specific server and does not provide an auxiliary product for purchase on an alternate site. In addition, the disclosure does not provide for a system that requests a related product and/or service from an alternate source to be introduced to the user and does not provide for the transmission of user and billing information upon the user's approval as disclosed in applicant's invention.

US Patent No. 5,991,739 to Cupps et al. discloses an online ordering system that allows users to order food and delivery thereof from various participating restaurants. The online ordering system categorizes the location of each participating restaurant by a set of longitude and latitude coordinates and each customer's location is similarly categorized. The online ordering system then conducts a search for those restaurants that are proximally located to the customer and provides the Web pages therefor to the customer for ordering. The order is received from a customer for a particular product and the order is converted into voice instructions which are transmitted to the vendor through a telephone call. Alternatively, the order can be transmitted to the vendor via facsimile transmission and the vendor can then call the customer. The disclosure does not provide for a system that requests a related product and/or service from an alternate source to be introduced to the user and does not provide for the transmission of user and billing information upon the user's approval as disclosed in applicant's invention.

US Patent No. 5,946,665 to Suzuki et al. discloses a online search tool that allows a customer to input the name of the goods and/or services and the name is then searched and a list of stores and/or malls that provide the goods and/or services is then provided to a customer. In addition, log information is collected on the customer and stored such as the stores which the customer entered and the names of the goods the customer purchased. Based on the customer's previous conduct, the list is structured to provide the customer with stores that he or she previously visited and the goods that they purchased. The disclosure does not provide for a system that requests a related product and/or service from an alternate source to be introduced to the user and does not provide for the transmission of user and billing information upon the user's approval as disclosed in applicant's invention.

US Patent No. 5,9831,199 to Kaneko discloses an online shipping system which enables users to shop by clicking on hyperlinks that are posted on the home pages. The invention monitors a Point-to-Point Protocol (PPP) dial-up from a user device through the server and allows the extraction of the user's phone number through the connections. Thus the operator of the web page can make telephone contact with the user who has exhibited interest in the operator's web page. The disclosure does not provide for a system that requests a related product and/or service from an alternate source to be introduced to the user and does not provide for the transmission of user and billing information upon the user's approval as disclosed in applicant's invention.

US Patent No. 5,963,915 to Kirsch discloses a shopping system over a computer network in a secure fashion. A persistent predetermined coded identifier, such as a cookie, is established on the client browser corresponding to an account record stored by a merchant server which the user has previously visited. If the client conducts another purchase transaction with the merchant, the predetermined coded identifier is received by the merchant server and validated

against the server stored account record and the transaction is either confirmed or denied. The disclosure does not provide for a system that requests a related product and/or service from an alternate source to be introduced to the user and does not provide for the transmission of user and billing information upon the user's approval as disclosed in Applicant's invention.

5. I further declare that all statements made herein of my own knowledge are true and that all statements made upon information and belief are believed to be true, and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application and any patent issuing therefrom.

Sincerely,

MILORD & ASSOCIATES



Milord Keshishzadeh
Reg. No.43,333

MK/eem